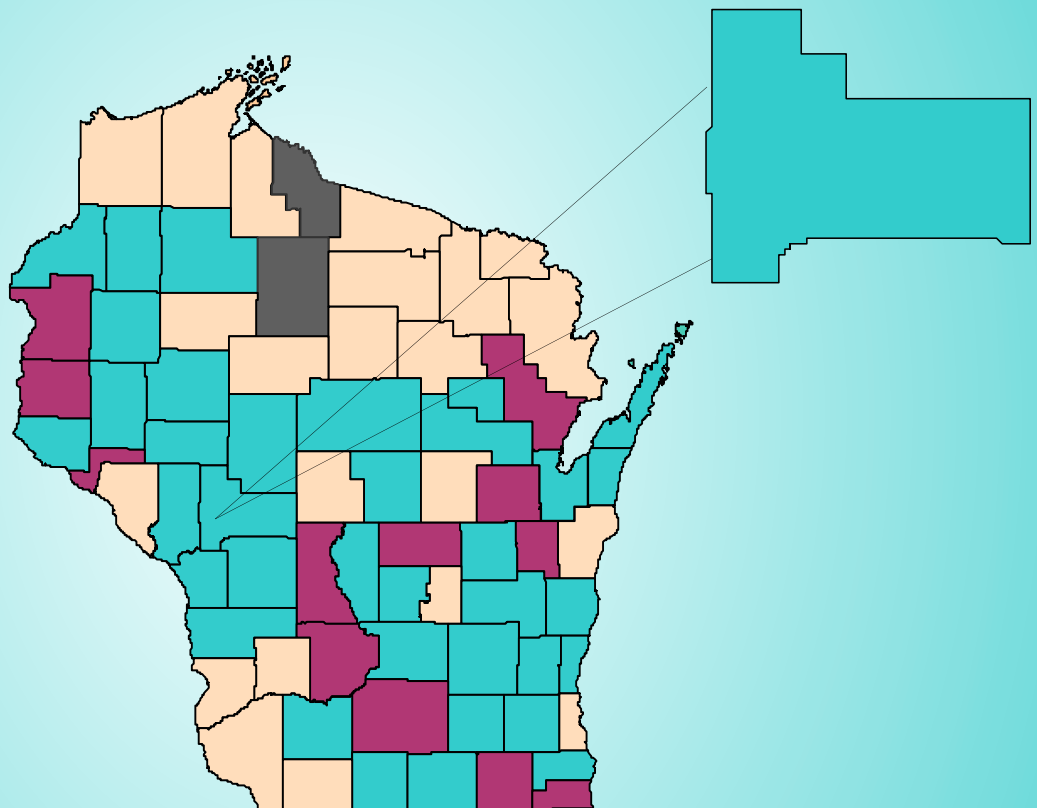


Jackson County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



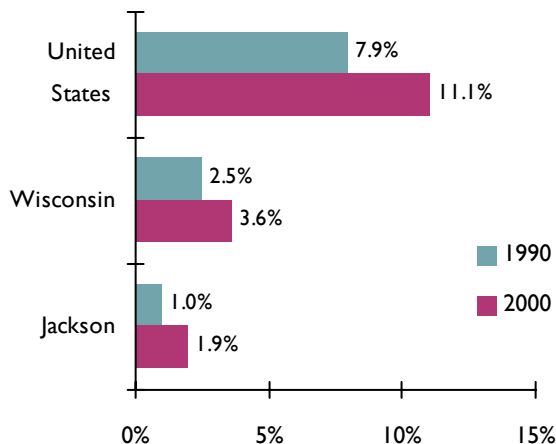
County Population

The population in Jackson County increased 1.5 percent from April 2000 through December 31, 2001. The additional 281 residents came mostly from individuals moving into the county. Jackson County's population increase almost kept pace with the state rate of increase, but fell short of keeping pace with the two percent national growth rate during the same time period.

The largest numerical increases in population were in the towns of Brockway and Adams. The official increase in population in the town of Brockway was 37, and the increase in the town of Adams was 29.

Readers are reminded that a substantial portion of the residents of the town of Brockway are incarcerated at the Jackson Correctional Institution. About 310 individuals work at Jackson Correctional Institute and the average inmate population is 976 males. The population total reported for Jackson County from prisoners and other institutionalized persons are counted in total population numbers reported here on page 1, but institutionalized persons are not counted as members of the labor force or in the computation of unemployment statistics. Institutionalized persons are people under formal authorized, supervised care or custody in institutions including persons in federal, state, or local correctional institutions, nursing homes, and juvenile institutions.

Share of Foreign-born Residents

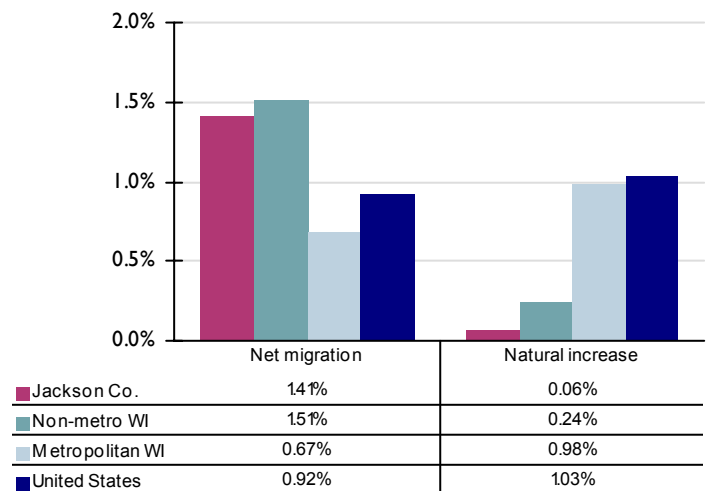


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Jackson County	19,100	19,381	1.5%
Largest Municipalities			
Black River Falls, City	3,618	3,612	-0.2%
Brockway, Town	2,580	2,617	1.4%
Adams, Town	1,208	1,237	2.4%
Albion, Town	1,093	1,099	0.5%
Alma, Town	983	1,007	2.4%
Manchester, Town	680	699	2.8%
Irving, Town	602	626	4.0%
Hixton, Town	611	618	1.1%
Springfield, Town	567	590	4.1%
Northfield, Town	586	589	0.5%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

The migration rate in Jackson County was higher than the 0.9 percent migration rate in Wisconsin but, and almost kept pace with the non-metro county rate. Approximately 269 individuals moved to the county since 2000.

The increase in population from natural causes totaled just 12 even though there were 380 births in the county. The median age in Jackson County in

(Continued on page 2)

Jackson County Workforce Profile

Population Projections by Age Groups in Jackson County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	551	644	750	719	769	728	768	836	876	709	612	544	444	367	318	563
Female	527	611	690	590	439	477	540	674	711	627	562	458	400	404	337	855
2005																
Male	577	604	672	756	793	791	763	811	823	840	694	637	550	398	314	538
Female	552	578	640	645	491	517	518	577	694	721	640	575	450	375	361	815
2010																
Male	591	619	622	675	819	812	835	806	796	783	823	724	648	493	341	520
Female	565	593	597	596	534	569	562	556	595	703	737	655	566	420	334	804
2015																
Male	614	624	634	621	747	839	845	879	786	751	761	856	732	579	420	531
Female	588	598	609	554	491	618	609	601	573	601	717	751	643	527	374	778
2020																
Male	622	641	637	630	700	757	870	882	858	739	727	792	867	654	493	604
Female	595	615	613	564	455	569	659	646	619	578	614	731	737	599	470	802

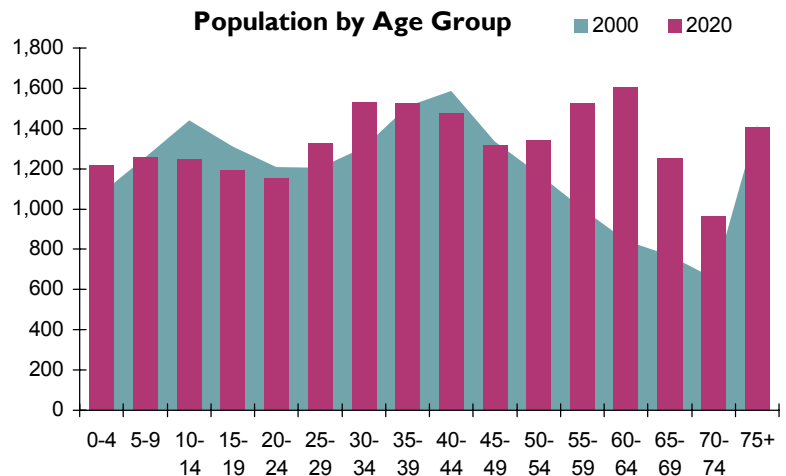
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

2000 was 37.6 years, almost two years higher than the state average of 36 years and over two years higher than the national median age of 35.3 years. This is a primary reason why the increase in population from natural causes is so much lower than in other counties.

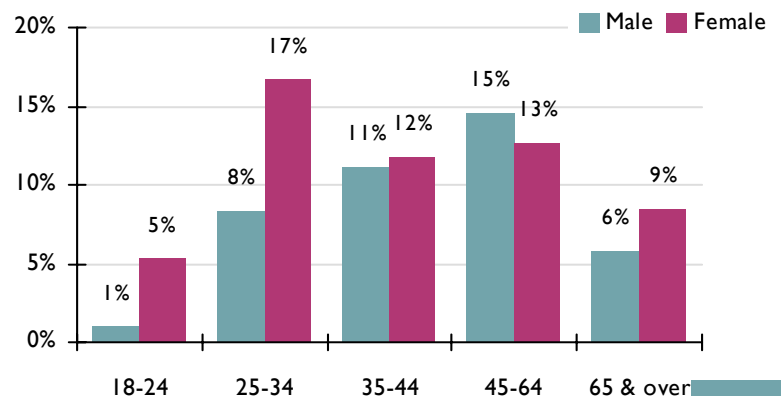
Barring some unforeseen and radical change in the county's make-up and demographic trends, Jackson County will not be able to reverse its population trend. Nationally, more births are occurring in non-white populations (Jackson County residents are largely Caucasian), plus a median age of nearly 38 cannot be overlooked, and that median age will only increase in the years to come.

Jackson County's share of population over the age of 60 will increase from 19 percent in 2000 to 25 percent in 2020 as the population under 20 years old declines from 27 percent to 23 percent.

From 2000 to 2020 total population is projected to increase by just over 2,200 residents. Amazingly, the population under 60 will account for less than one-third of the population increase and population over 60 will account for more than two-thirds of the county's population increase in the next 20 years.



Percent of age group with at least a Bachelor's degree in Jackson County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional, population.

The top graph shows that labor force participation rates are highest for the middle age groups and lowest for the older age groups. This is typical in most counties and states and reflects the changing needs and desires of people to work. Younger residents are in school, middle-aged residents have many financial commitments, and older residents are anticipating retirement.

In 2002, the LFPR in Wisconsin of 73 percent placed Wisconsin among the five highest states in the United States. The overall participation rate in Jackson County in 2002 was 83.8 percent, substantially higher than the state or national LFPR (national 67 percent). Jackson County's LFPR is in the highest quartile of LFPR in the state. It is very likely that the LFPR has reached its natural maximum in Jackson County, however, left unchecked the LFPR in Jackson will decline in the future as the county ages.

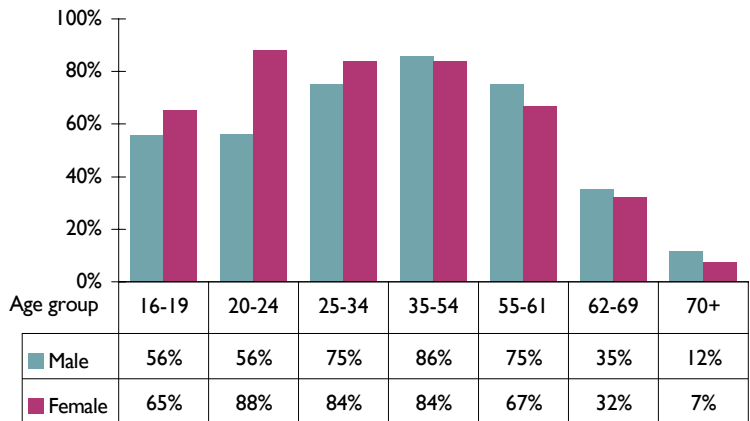
These issues, maximized LFPR and increasing population over age 60, will need to be addressed in the next 5-10 years.

Increasing the participation rate among Jackson County's older population could help alleviate some of the impending labor shortage. Based on 2000 LFPR of age groups the graph on the right shows the number of residents in 2020 that will be in the labor pool. By 2020, the number of residents in the labor force age population (16 years and older) will increase by 2,300, but the number who participate in the labor force is projected to increase by only 1,200.

Of the roughly 11,700 residents who currently participate in the labor force about 11,100 are employed and 600 are unemployed. The number of employed is down from a high in 1999 due to the recession and loss of jobs in the county. In 2002, Jackson County unemployment rates climbed to

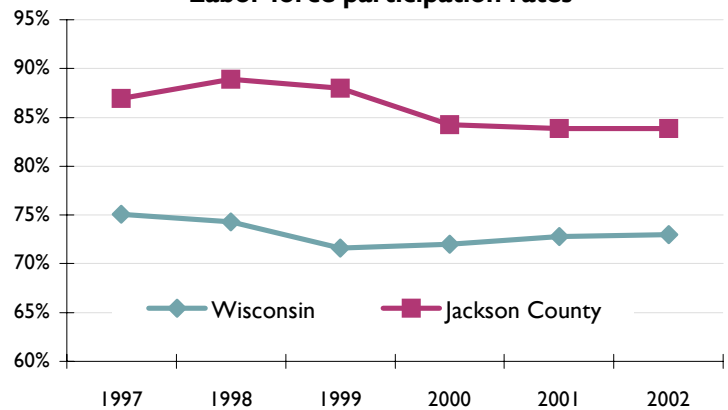
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Jackson Labor Force Participation by Age & Sex in 2000



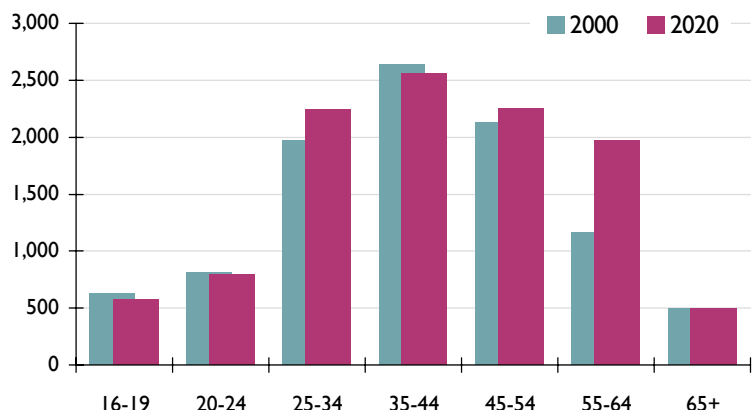
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Jackson County



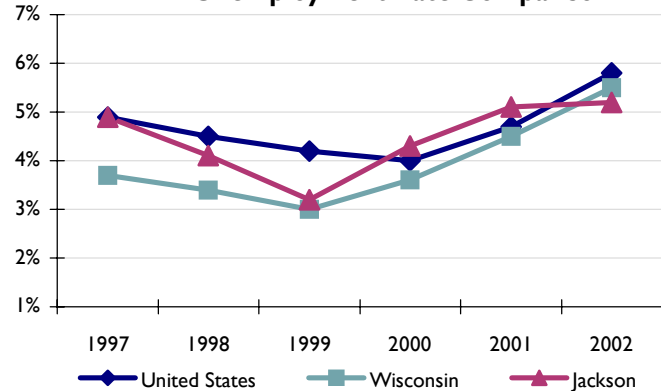
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Jackson County Workforce Profile

their highest level since 1995.

When the economy recovers labor shortages will once again become a major problem for employers. In the recovery to come, unemployment rates will decline. By the year 2020, labor shortages will be acute in Jackson County. Even with no increase in employment and a projected total labor force in 2020 of 10,900, the unemployment rate in Jackson County will less than two percent.

Unemployment Rate Comparison



Jackson County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	11,231	11,584	12,270	11,863	11,717	11,694
Employed	10,678	11,108	11,875	11,348	11,114	11,085
Unemployed	553	476	395	515	603	609
Unemployment Rate	4.9%	4.1%	3.2%	4.3%	5.1%	5.2%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Jackson County is in the Western region of the state and the list of jobs on the right is representative of the jobs in that eight county region.

The greatest numerical demand for workers is found on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turn-over is high and wages are low. There are a few exceptions on the list: registered nurses, truck drivers, and office clerks. All three require a greater degree of education and the wage scales reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, usually with higher training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that changes from 2,000 to 2,200 jobs increased only 10 percent.

Western Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$16.65
	Network/Computer Systems Admin	Bachelor's degree	\$23.49
	Medical Records/Health Info Techs	Associate degree	\$11.43
	Medical Assts	1-12 mo. on-the-job training	\$10.61
	Personal and Home Care Aides	1-month or less training	\$8.25
	Computer/Information Systems Mgrs	Work experience & degree	\$29.77
	Social/Human Service Assts	1-12 mo. on-the-job training	\$12.30
	Computer Systems Analysts	Bachelor's degree	\$24.14
	Home Health Aides	1-month or less training	\$9.03
	Dental Assts	1-12 mo. on-the-job training	\$10.93
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$6.91
	Cashiers	1-month or less training	\$7.60
	Retail Salespersons	1-month or less training	\$9.04
	Waiters/Waitresses	1-month or less training	\$7.55
	Registered Nurses	Bachelor's degree	\$20.23
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$20.88
	Office Clerks/General	1-month or less training	\$10.27
	Bartenders	1-month or less training	\$7.41
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.95

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

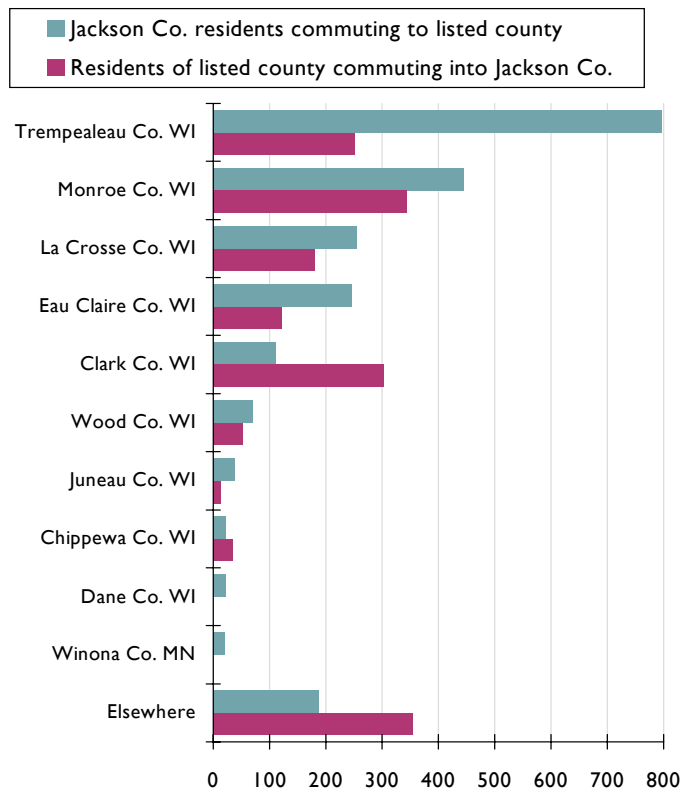
Western WDA includes Buffalo, Crawford, Jackson, Juneau, La Crosse, Monroe, Trempealeau and Vernon counties.

Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, were released from Census 2000 in April 2003. The worker flow patterns for Jackson County are dominated by the traffic to and from Trempealeau County, and to a lesser extent Monroe County.

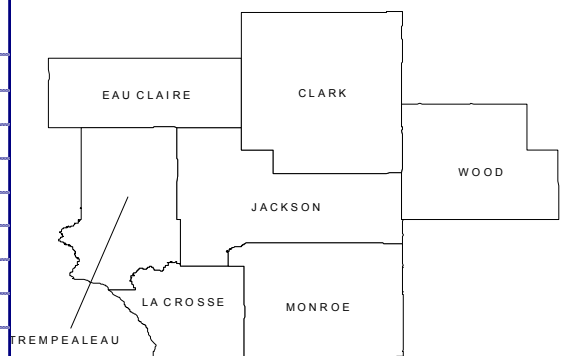
Residents who travel outside of Jackson County for a job are still included in the county labor force and are counted as employed. That is one of the reasons that the number of employed is greater than the number of jobs with Jackson County employers. Unemployment rates are calculated by place of residence of the worker, not place of work.



In the last ten years, more Jackson County residents started working in their county of residence. In 1990, Jackson County had a net loss 1,185 workers to other counties. As of Census 2000, Jackson County still suffers a net loss, but the number has dropped by over 50 percent to roughly 522 workers.

Only the loss of workers to Trempealeau County increased in the last ten years. In 1990 the net loss was 467 and in 2000 it increased to 546 workers. Jackson dramatically reduced the number of workers lost to Monroe County. In 1990 the net loss was 376 and by the year 2000 that number had fallen to just 102 workers lost to the daily commute. Workers lost to the daily commute were also reduced to La Crosse and Wood counties, and unchanged at 125 workers lost to the commute in Eau Claire County. The number of workers gained from Clark County increased from 83 in 1990 to 192 in 2000.

	Jackson Co. residents commuting to listed county	Residents of listed county commuting into Jackson Co.	Net gain or loss of workers
Trempealeau Co. WI	797	251	-546
Monroe Co. WI	446	344	-102
La Crosse Co. WI	256	181	-75
Eau Claire Co. WI	247	122	-125
Clark Co. WI	110	302	192
Wood Co. WI	70	52	-18
Juneau Co. WI	38	12	-26
Chippewa Co. WI	23	34	11
Dane Co. WI	23	not avail.	not avail.
Winona Co. MN	20	not avail.	not avail.
Elsewhere	188	355	167



Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

Introducing NAICS (North American Industry Classification System)

The North American Industry Classification System (NAICS) is a fairly new way of categorizing employers by industry. It was introduced in most areas, including Wisconsin counties, in 2002. It replaces the old system known as Standard Industrial Classification (SIC).

A tome could be written explaining the reasons for the change and what the differences are. For the sake of brevity, NAICS was introduced to reflect a changing economy (new and evolving industries) and

to include all three North American countries in a uniform coding system.

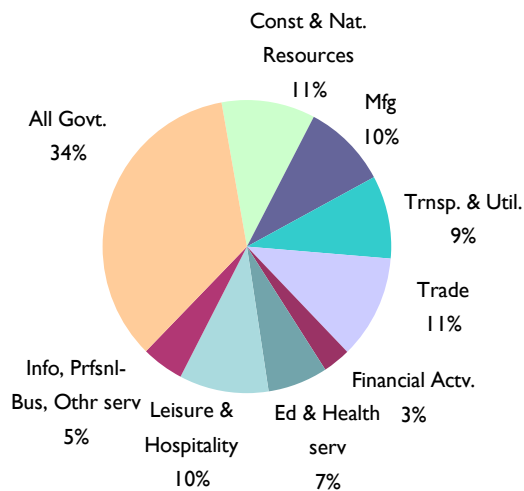
NAICS gives more industry detail reflecting industries that are more contemporary than its coding predecessor. SIC and NAICS data cannot be compared to one another even if the industries share the same or similar name. The new coding system is so different that one cannot assume that data retrieved are similar for comparison. The table at the bottom of the page shows the 2002 industry composition for Jackson County in present and former coding systems.

Some of the more notable changes include; transportation employment is grouped with warehousing and utilities. Most jobs in communication were moved to a new sector, information.

Wholesale and retail trade jobs declined to 11 percent of total employment in NAICS from 16 percent in SIC. The primary reason is that restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality. Hotels and lodging facilities are also a part of this new sector, making it easier to monitor changes in tourist related businesses. Tourism is a very important industry.

(Continued on page 7)

Jackson County Industry Distribution: 2002



2002 Industry Employment in Jackson County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	876	11%	Construction & Mining	11%
Manufacturing	795	10%	Manufacturing	10%
Transportation, warehousing & utilities	770	9%	Transportation, utilities & communication	9%
Trade (wholesale & retail)	948	11%	Wholesale trade	1%
			Retail trade	15%
Financial activities	236	3%	Finance, insurance & real estate	3%
Information, professional & business services, other services	410	5%	Services & misc (incl. agr, forestry, fishing)	14%
Education and health services	574	7%	Government	36%
Leisure & hospitality	811	10%		
Government	2,909	35%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Jackson County Workforce Profile

try in Jackson County. According to the Wisconsin Department of Tourism in 1993 travelers spent \$22 million dollars in Jackson County and in 2002 expenditures increased to \$79 million, an increase of 252 percent during the time period - the second largest percentage increase of any county in Wisconsin during that period. The Wisconsin Department of Tourism estimates that traveler spending in 2002

supported 1,738 full-time equivalent jobs in the county. Not all jobs related to tourism in Jackson County will appear in the new industry classification sector leisure & hospitality.

The NAICS coding structure will make it much easier to monitor the rapidly expanding health services sector.

Top 10 Industry Groups in Jackson County

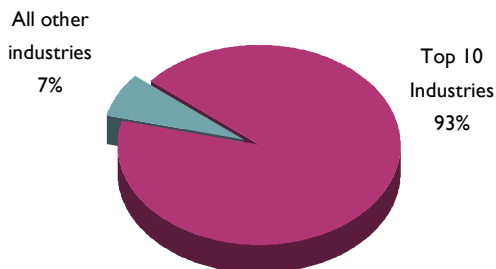
Industry Group	March 2003		Numeric change
	Employers	Employees	2002 - 2003
Executive, Legislative, & Gen Government	*	*	*
Truck Transportation	*	*	*
Educational Services	5	654	37
Food Services and Drinking Places	41	555	-1
Heavy and Civil Engineering Construction	*	*	*
Gasoline Stations	14	308	7
Justice, Public Order, & Safety Activity	*	*	*
Electrical Equipment and Appliances	*	*	*
Ambulatory Health Care Services	9	211	4
Hospitals	*	*	*

*data suppressed to maintain confidentiality

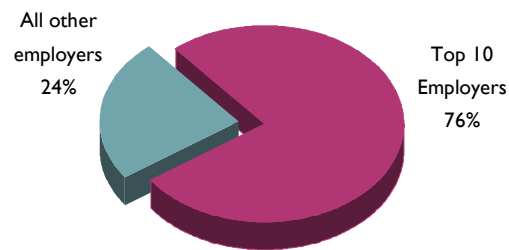
Top 10 Employers in Jackson County

Company	Product or Service	Size
Ho Chunk Nation	American Indian tribal government & gaming center	1000 +
Millis Transfer	General freight trucking, long-distance, truckload	500-999
County of Jackson	Executive & general government	250-499
Black River Falls Public School	Elementary & secondary schools	250-499
Lunda Construction	Highway, street, and bridge construction	250-499
Jackson Correctional Institution	Correctional institutions	250-499
Leeson Electric	Motor and generator manufacturing	100-249
Black River Memorial Hospital	General medical & surgical hospitals	100-249
Fleet Guard	General purpose machinery manufacturing	100-249
D & S Mfg. Company	Fabricated metal product manufacturing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Jackson County Workforce Profile

The bottom graph emphasizes the strong presence of government/public administration employers in Jackson County. Roughly 43 percent of all jobs in the county and 42 percent of the total payroll is from this super-sector group. Readers are reminded that under federal guidelines for NAICS coding, **all** businesses owned and operated by sovereign Indian nations are not always coded as government employment otherwise known as public administration.

The average wage for all workers in Jackson County of \$25,608 increased 3.7 percent from the 2001 average of \$24,682. Statewide the average wage rose 2.7 percent in 2002. The only industry sector in Jackson County that pays average wages in excess of the statewide average is the construction industry, paying 120 percent of the statewide average in 2002.

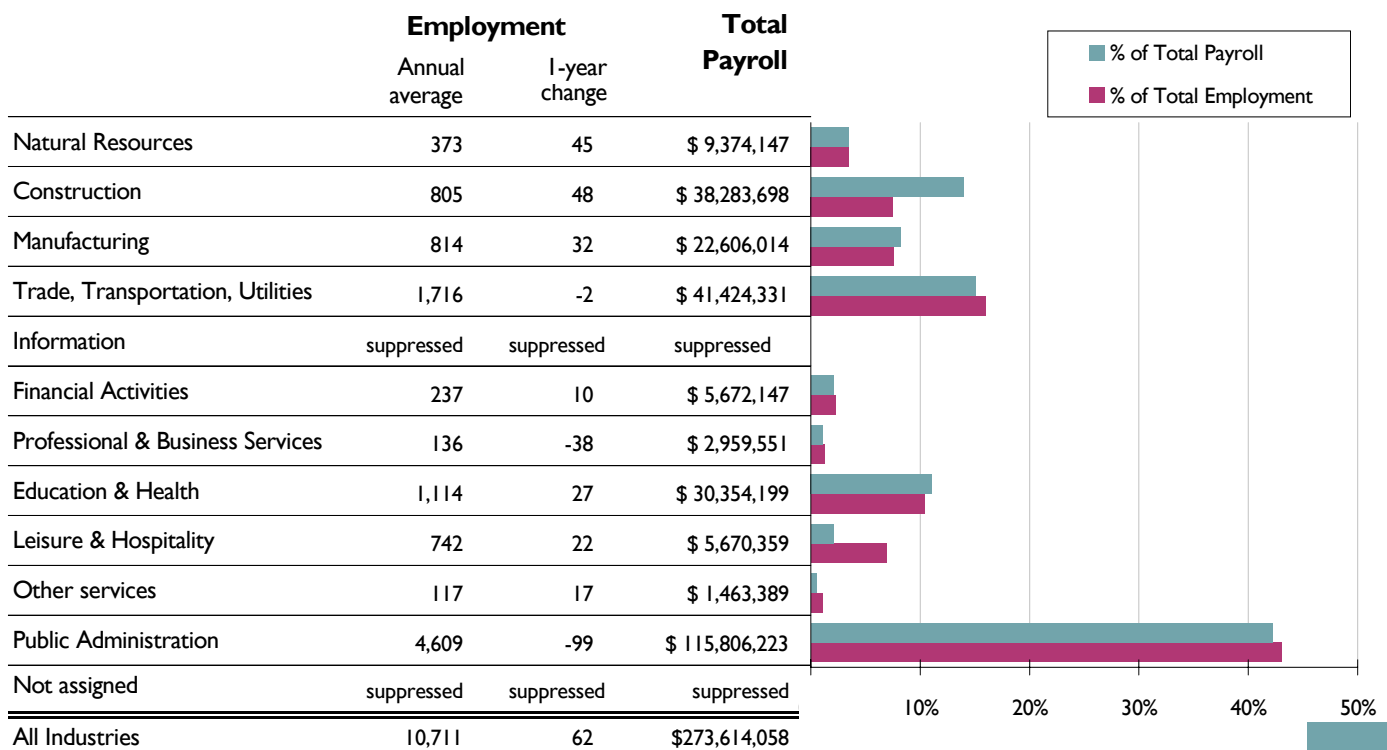
Average Annual Wage by Industry Division in 2002

	Average Annual Wage		Percent of	1-year
	Wisconsin	Jackson County	Wisconsin	% change
All Industries	\$ 32,422	\$ 25,608	79%	3.7%
Natural resources	\$ 25,481	\$ 25,132	99%	-1.0%
Construction	\$ 39,649	\$ 47,557	120%	7.4%
Manufacturing	\$ 40,584	\$ 27,772	68%	6.0%
Trade, Transportation, Utilities	\$ 28,422	\$ 24,140	85%	5.5%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	\$ 23,933	59%	0.7%
Professional & Business Services	\$ 36,324	\$ 21,761	60%	-4.3%
Education & Health	\$ 33,768	\$ 27,248	81%	2.1%
Leisure & Hospitality	\$ 11,837	\$ 7,642	65%	1.8%
Other services	\$ 19,500	\$ 12,508	64%	-1.4%
Public Administration	\$ 33,769	\$ 25,126	74%	2.4%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Jackson County's construction industry has a higher than average concentration of jobs in the heavy & civil engineering construction industry sub-sector. This sub-sector pays higher average wages than the other sub-sectors in construction.

2002 Employment and Wage Distribution by Industry in Jackson County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

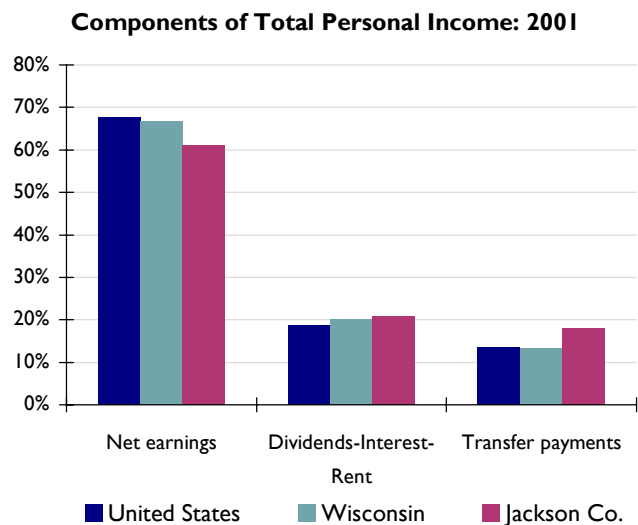
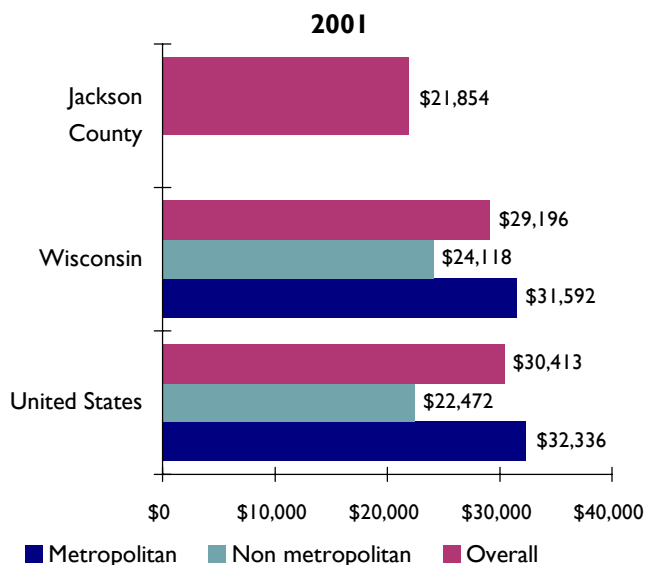
Per capita income (PCPI) is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Per capita income can influence the type of services and housing available within a county.

Jackson County's PCPI growth rate has been sluggish over the last five years, increasing 22.1 percent, lagging both the state and national growth rates by 3.2 percent.

Jackson County's PCPI in 2002 of \$21,854 ranked 52nd highest of Wisconsin's 72 counties. Per capita income can be influenced by the number of wage earners, average family size, the types of occupations available, average age of the residents, and the county's labor force participation rate. The composition of income-how its earned or received is also an dynamic indicator of PCPI activity.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Jackson County	\$17,894	\$18,572	\$19,998	\$21,140	\$21,646	\$21,854	1.0%	22.1%



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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